



2022 ADVERTISING & SPONSORSHIP MENU

DIGITAL

DIGITAL UPGRADES

Enhance your visibility to attendees and grow your business by selecting a digital promotion package. These packages increase your visibility with attendees 3-4 times more than with a standard online profile. Take this opportunity to showcase all of your products and services while increasing traffic to your booth on the show floor.

Investment: [Log in to view Digital Upgrades](#)

SOCIAL MEDIA INTERVIEWS

5 Available, 2 Sold

Reach MDM attendees and those who aren't able to attend from your booth with a social media interview! Build your authority and tell your story straight from the show floor with this 2-3 minute live interview. The video will be posted on MDM social accounts.

Investment: \$3,000

WEBSITE ADVERTISING

Let Marines see what you have to offer before, during, and after the event by placing your ad on the MDM website.

- Leaderboard ads will appear at the top of website pages.
- Footer ads will appear on the bottom of website pages.
- Interstitial ads will appear between two pages (ex: when a user goes from the home page to the schedule page).
- Navigation menu ads appear in the drop down menu for Modern Day Marine site navigation.
- Leaderboard Ad (728×90) – \$2,500/month or \$2,000/3+ months | 3 available
- Footer Ad (728×90) – \$1,500/month or \$1,125/3+ months | 3 available
- Navigation menu ads (500×154) – \$2,000/month or \$1,750/3+ months | 3 available
- Interstitial ads (600×400) – \$1050/week (new creative each week if multiple weeks booked) | Exclusive
- View examples of ad placements

SHOW DAILY

Have your company featured in the first thing attendees see each day of the expo. The Show Daily reaches attendees directly on their personal devices and is sent every morning via email and available online. Both standard advertisements and written content in the Exhibitor News section are available.

- Inline banner advertisements will appear within the body of each day's Show Daily
- The Exhibitor News section allows companies to send a direct written message to attendees

Inline Banner Ad (400×80) – \$1,450 per edition | 2 available per Show Daily

Exhibitor News with Logo (up to 200 characters) – \$1,000 per edition

Exhibitor News without Logo (up to 200 characters) – \$800 per edition

**there are six total spots for Exhibitor News, with or without logo*

[View examples of ad placements](#)

ONSITE BRANDING

AISLE SIGNS

As attendees navigate the expo floor, make your company stand out from the crowd by having your name/logo on a double-sided graphic attached to the hanging aisle signs. Sold in sets of three (3). [View example](#)

Investment: \$5,000

BADGE SPONSOR - SOLD

Exclusive

Gain huge brand visibility with every Modern Day Marine attendee! Have your logo displayed on the front of every attendee badge and have a 3"x3" ad on the back.

Investment: \$15,000

BANNER

6 available (4 SOLD)

Catch the eyes of attendees while they're in the expo hall but not in your booth! The 10'x10' banners hang just inside the entrance and are visible while on the floor. [View example](#)

Investment: \$6,000

BILLBOARD AT QUANTICO MCB

Exclusive

Not located at show, located at entrance to Quantico MCB

A great opportunity to gain exposure for your company! Your company logo will be on top of the giant MDM show billboard adjacent to the Marine Corps Base Quantico front gate for everyone to see. The billboard is installed days before the expo opens and thousands of vehicles pass through the Quantico front gate daily. [View example](#)

Investment: \$20,000

BRIEFING CENTER SPONSOR

Exclusive

This sponsorship includes naming rights of the Briefing Center, the room where current trends and future procurement issues are discussed daily. Led by MAGTAF and Marine Corps Systems Command, briefings are used by attendees and exhibitors alike to formulate their strategies.

Also, at the direction of the USMC, Modern Day Marine will be streaming and recording onsite service-level content and hosting it online in an on-demand library where your company's logo will be displayed in multiple spots. Take advantage of this opportunity to get in front of Marine Corps leadership, MDM attendees, and Marines around the world.

- Opportunity to provide brief video or recorded message that would be available for "on demand" play via the MDM content playback portal
- Meeting Room Hallway Branding
- Logo on Schedule
- Logo on livestream & on-demand content playback portal
- Sponsorship acknowledgement from the podium prior to each MDM Main Briefing Center session, on the website, in the directory, and on social media.

Inquire for pricing

ESCALATOR BANNER - SOLD

Place your branded graphics on the escalators that move attendees from the ground floor up to the Expo Hall and Meeting rooms. [View example](#)

- Includes (2) graphics in high-visibility location in the center dividers between escalators.
- Dimensions for each graphic: 1' wide x 31.5' long, single-sided

Investment: \$8,000

HIGHWAY FLOOR DECALS

3 Available (2 Sold)

Like a trail of breadcrumbs, floor graphics entice attendees to visit your booth. These eye-catching graphics beckon your audience as they walk along these main pathways of the show. Decals are 3x3 and sponsorship includes production fees. [View example](#)

Iwo Jima Highway: 12 decals – \$9,500 – SOLD

Chosin Reservoir Highway: 12 decals – \$9,500 - SOLD

Fallujah Highway: 10 decals – \$8,000

LANYARD SPONSOR - SOLD

Exclusive

Since every attendee is required to be badged, they'll all need a lanyard! The exclusive lanyard partner can quite literally hang their brand on every attendee at Modern Day Marine! Your company's logo and booth number will appear on lanyards distributed to the first 7,000 attendees. Production included.

Investment: \$10,000

MARINE ZONE STAGE SPONSOR (AND SEMPER FI MIXER)

Exclusive

The Marine Stage is a new expo hall venue in the midst of the "Marine Zone" (the exhibit area designated for Marine Corps research, experimentation, requirements & acquisitions organizations) designed for Marine Corps and DoD subject matter experts to provide short presentations followed by informal networking sessions that will build awareness of programmatic requirements, gaps and opportunities so that industry can see where they fit and how they can help. Intent is to highlight equity areas critical to the emerging Marine Corps mission set in order to spark substantive questions & meaningful discussion.

Opportunity will include sponsorship of the Semper Fi Mixer, which will be an informal grand finale happy hour style networking opportunity to close the show in the Marine Stage area for all industry and DoD constituent groups. Mixer will include a beer, wine, nonalcoholic beverage and appetizer service.

- Name included on signage in the Marine Zone
- Opportunity for Sponsor to provide brief mixer welcome remarks from Marine Stage to kick off event
- Opportunity for sponsor video to play on loop on the Marine Stage during the event
- Sponsorship Noted in Event Announcements & Schedules
- Floor graphics around Marine Zone (day of the event only, if we have a Marine Zone sponsor – or could do 22x28 signs)
- Name or logo and booth number included on food service signage
- Option to provide branded cups and/or napkins for the event; rights fee only, sponsor is responsible for production and timely shipment to the Advance Warehouse.

- Name or logo and booth number included on highboy table tops featured in the Marine Zone area
- Sponsorship recognized on the MDM website and marketing
- Reserved seating for Enlisted Awards Ceremony

Inquire for pricing

MODERN DAY MARINE TITLE SPONSOR

Exclusive

This sponsorship includes the **Modern Day Marine Opening Ceremony**, the **Marine Corps League Awards Ceremony & Leadership Breakfast**, and the **Quarterdeck**. The MCL Leadership Breakfast provides special recognition for the exceptional contributions of eleven outstanding U.S. Marines and Sailors currently serving with the Marine Corps. The ceremony will include performances by elements of the Marine Corps Silent Drill Platoon, Drum & Bugle Corps, and the Color Guard of the Marine Corps, and will be attended by Marine Corps Leaders, invited foreign dignitaries, a wide range of DoD officials and Industry representatives, as well as the collective leadership of the MDM Co-Host organizations (The Marine Corps League & The Marine Corps Association). The MDM Quarterdeck is the convention bridge area that is both the primary entrance to the expo hall and site of the opening ceremony.

- Recognition at breakfast with logo on a 22×28 sign
- Two seats at head table for the MCL Awards & Leadership Breakfast
- Option to play sponsor video on loop prior to breakfast
- Acknowledgement from podium by host at both the Opening Ceremony and MCL Awards & Leadership Breakfast
- Logos on tables at Leadership Breakfast
- Recognition and logo in program for Leadership Breakfast
- Reserved front-row seating for the opening ceremony at the Quarterdeck
- Banner and floor decals in prominent locations on the Quarterdeck

Inquire for pricing

ONSITE REGISTRATION SPONSOR - SOLD

Exclusive

The first place every attendee must go is to the registration area to pick up their badge. Let your company's logo be the first one they see upon arrival to Modern Day Marine! Sponsor will receive branding on the front of registration counters, floor decals (designed by sponsor), and digital advertisements in the convention center. Will also receive recognition on website, show guide, and social media.

- Branding on the front of the registration counters
- Floor decals designed by sponsor in registration area
- Advertisement included on digital screen outside the registration area
- Website advertisement

Inquire for pricing

SHOW BAG INSERT

3 Available, 1 Sold

Place your ad or promotional message in the official show bag. Attendee bags are handed out to all attendees while supplies last. This sponsorship is rights fee only; sponsor is responsible for insert production and timely shipment to the advance warehouse. Suggested quantity 6,000.

Investment: \$4,000

TOUCHSTONE BATTLE DIRECTIONAL SIGN

2 available

Includes company logo and booth number on a street style signpost with the top arrow pointing toward the sponsor's booth. Additional signpost arrows will indicate the direction and distance to the touchstone battles where the Marine Corps earned its reputation as an expeditionary force poised to operate in "every clime and place." This signpost will be located on the MDM Quarterdeck adjacent to the main entrance to the expo hall. [View example](#)

Investment: \$6,000

SHOW BAG SPONSOR

Exclusive

As the official show bag sponsor, your branding will be in the hands of attendees as they grab a tote bag upon arrival—a great way to receive a high level of visibility! Production costs are included and the sponsor may choose the imprint and bag color. Tote bags will be distributed to the first 6,000 attendees. [View example](#)

Investment: \$12,000

PRINT

PRINTED SHOW GUIDE/DIRECTORY ADVERTISING

Ads must be booked by April 4 and submitted by April 11. [View specifications](#)

Traditional Ad Pricing

Half Page: \$1,600

Full Page: \$3,200

Outside Back Cover: \$4,200 - SOLD

Back Inside Cover: \$3,700

SPECIAL EVENTS

BREAKFASTS & LUNCHESES

CONGRESSIONAL BREAKFAST SPONSOR - SOLD

Exclusive – Open to contracted exhibitors only

The Inaugural Modern Day Marine Congressional Breakfast will focus both lawmaker and appropriater attention on the conceptual strategic value of Force Design 2030 as a service level roadmap for rapid transition to a 21st century, naval integrated, "stand in force" for deterence in restricted seas and complex littoral terrain. Invited guests will include the lawmakers, appropriators and affiliated professional staff who are most instrumental to informing and resourcing the Commandant of the Marine Corps' vision for Force Design 2030. Sponsorship includes:

- Recognition and logo in program
- Recognition at breakfast with 22×28 sign
- Option to play short video on loop for 30 minutes prior to event
- Acknowledged from podium by host
- Logos on tables
- Two seats at head table
- Acknowledgement and logo in program
- Recognition of Sponsor on MDM Quarterdeck Digital Leadership Board in rotating fashion along with overall show sponsor

- Includes sponsorship of the inaugural “Plank Owner Award” presented to a member of Congress who is also a Marine Veteran

Inquire for pricing

CONGRESSIONAL BREAKFAST TABLE

Open to contracted exhibitors only.

Reserve a table for ten (10) at the Inaugural Modern Day Marine Congressional Breakfast.

Standard: \$1,700; 18 available (4 SOLD)

Premium (prominent location): \$2,100; 4 available (1 SOLD)

MARINE CORPS LEAGUE AWARDS & LEADERSHIP BREAKFAST TABLE

Purchase a table for your company representatives to honor the eleven Enlisted Awardees during the Marine Corps League’s Awards & Leadership Breakfast. The ceremony will include performances by elements of the Marine Corps Silent Drill Platoon, Drum & Bugle Corps, and the Color Guard of the Marine Corps, and will be attended by Marine Corps Leaders, invited foreign dignitaries, a wide range of DoD officials and Industry representatives, as well as the collective leadership of the MDM Co-Host organizations (the Marine Corps League & the Marine Corps Association).

Table with ten (10) seats: \$1,500

MDM CAREER TRANSITION LUNCH TABLE SPONSOR

Hosted by the Marine Corps Association

Sponsor a table at the lunch for transitioning Marines and veterans who are interested in making an immediate employment change or exploring the range of potential future options. The purchase of a table will include the opportunity to make a 5-minute presentation to all those in attendance. The company will be able to send up to two (2) representatives. The remaining seats will be open to Marines and veterans for career networking.

- Includes one Career Transition lunch table with ten (10) seats
- Company logo on table
- Career opportunity presentation (5 minutes maximum)

Exhibiting companies: \$500

Non-exhibiting industry: \$1,000

MDM CAREER TRANSITION LUNCH TITLE SPONSOR

Hosted by the Marine Corps Association

Exclusive

Sponsor the lunch for transitioning Marines and veterans who are interested in making an immediate employment change or exploring the range of potential future options. A complimentary lunch will be served to all attendees. Lunch will include presentations from the Title Sponsor as well as individual table sponsors. The company will be able to send up to two representatives per table. The remaining seats will be open to Marines and veterans for career networking. Sponsorship includes:

- Includes 2 Career Transition lunch tables with eight (8) seats each (seating reduced due to COVID restrictions)
- Company logo on table
- Includes 2 seats at head table with Marine Corps and Marine Corps Association leadership
- First career opportunity presentation of the event (10 minutes maximum)
- Recognition with logo on event-specific signs, in pre-show marketing, the website, and on social media
- Acknowledgment from podium

Inquire for pricing

ADVANCE PLANNING BRIEF TO INDUSTRY (APBI)

APBI COFFEE SPONSOR

Get your brand in front of a highly concentrated group of government and industry stake holders critical to the Marine Corps acquisitions enterprise during a morning and/or afternoon coffee and snack service.

- Option to play sponsor video on loop for 10 minutes during coffee break
- Acknowledged from the podium when host invites the crowd to coffee break
- Recognition at break with 22×28 sign
- Option to provide coffee cups and napkins (rights fee)

Investment: \$5,000

APBI MEAL SPONSOR - SOLD

Get your brand in front of a highly concentrated group of government and industry stake holders critical to the Marine Corps acquisitions enterprise during the service of a buffet style luncheon.

- Option to play sponsor video on loop for 20 minutes during lunch
- Recognition at meal function with 22×28 sign
- Acknowledgment from podium when host invites the crowd to lunch
- Logos on lunch tables

Investment: \$10,000

APBI MIXER SPONSOR - SOLD

Get your brand in front of a highly concentrated group of government and industry stake holders critical to the Marine Corps acquisitions enterprise during an afternoon beer, wine and light appetizer service following the last APBI presentation.

- Recognition at mixer with 22×28 sign
- Option to provide video to play during mixer
- Acknowledgment from podium when host invites the crowd to the mixer
- Logos on tables

Investment: \$10,000

APBI TITLE SPONSOR

The Advance Planning Brief to Industry (APBI) will entail a full day of interactive key leader presentations from across the scope of Marine Corps Systems Command and Program Executive Office Land Systems Portfolios & Programs. APBI in person attendance will be available to the first 300 qualified individuals, with the opportunity to attend virtually open to an unlimited number of qualified registrants. All presentations will be live streamed as well as recorded for post event on demand viewing for sixty days following the APBI for all live and virtual registrants. The APBI is an Unclassified forum, but participation is only available to U.S citizens currently employed by U.S. based corporations.

- Option to play sponsor video on loop for 30 minutes prior to event
- Logo on waiting screen between sessions
- Acknowledgment from podium at event open, prior to lunch & prior to happy hour networking to close the formal proceedings
- Floor Decal outside entrance to room (designed by sponsor)
- Logo included on meterboard outside entrance to room
- Recognition in pre-event marketing and in post-event recording portal

Inquire for pricing

GRAND BANQUET

DICKEY CHAPELLE AWARD - SOLD

Exclusive – Open to contracted exhibitors only

The Dickey Chapelle Award honors the memory of the late Dickey Chapelle, an American foreign correspondent who first covered Marines in combat at the Battle of Iwo Jima and was killed while on patrol with a Marine Corps infantry unit engaged in combat operations against enemy forces during the Vietnam War. The award was established by the Marine Corps League to extend recognition to a woman who has contributed substantially to the morale, welfare and well-being of the officers, and women of the United States Marine Corps.

Sponsorship includes:

- Premium Banquet table with seating for ten (10)
- Sponsor representative invited to VIP Reception with honorees & CMC
- Sponsor representative to appear on stage for award presentation
- Sponsorship noted in program and event narration
- Sponsorship noted in event schedules and outreach vehicles (website, show app, social)

Investment: \$15,000

IRON MIKE AWARD SPONSOR - SOLD

Exclusive – Open to contracted exhibitors only

The Marine Corps League's annual Military Order of the Iron Mike Award was established for the purpose of honoring a person who has made significant and lifelong contributions to the United States of America and the United States Marine Corps. The award is named for the landmark "Iron Mike" statue, located at the Marine Corps Recruit Depot, Parris Island, South Carolina. The statue and the Iron Mike Award symbolize courage, dedication and distinguished leadership.

Sponsorship includes:

- Premium Banquet table with seating for ten (10)
- Sponsor representative invited to VIP Reception with honorees & CMC
- Sponsor representative to appear on stage for award presentation
- Sponsorship noted in program and event narration
- Sponsorship noted in event schedules and outreach vehicles (website, show app, social)

Investment: \$15,000

GRAND BANQUET SPONSOR - SOLD

Open to contracted exhibitors only

4 available (4 SOLD)

Spirited conversations will abound as Marine Industry guests enjoy hors d'oeuvres at the reception and dinner at the Modern Day Marine Banquet. Sponsor(s) benefits include:

- Sponsor logo on signage at the Grand Banquet
- One Banquet table with ten (10) seats in a prominent location
- Recognition of company from the podium at the Banquet
- Prominent inclusion in the Banquet Program
- Sponsorship noted in event schedules and outreach vehicles

Investment: \$12,000

GRAND BANQUET COCKTAIL SPONSOR - SOLD

Exclusive – Open to contracted exhibitors only

Be the exclusive cocktail hour sponsor at the Grand Banquet, which includes recognition in program, event narration, website, app, and social media.

- Sponsor logo on signage at the Grand Banquet
- Recognition of company from the podium at the Banquet
- Prominent inclusion in the Banquet Program
- Sponsorship noted in event schedules and outreach vehicles

Investment: \$10,000

GRAND BANQUET DESSERT SPONSOR - SOLD

Exclusive – Open to contracted exhibitors only

There's nothing sweeter than serving dessert with your logo front and center! Sponsorship will also include recognition in program, event narration, website, show app, and social media. [View example](#)

Investment: \$5,000

GRAND BANQUET TABLE - SOLD

Open to contracted exhibitors only

The MDM Grand Banquet recognizes the 2022 recipients of the Military Order of the Iron Mike and the Dickey Chapelle Awards, the two most time honored and prestigious awards of the Marine Corps League. The Military Guest of Honor will be the Commandant of the Marine Corps and the event will include performances by "The President's Own" United States Marine Band and the Color Guard of the Marine Corps.

Standard table for ten (10): \$2,500; 12 available (12 SOLD)

SOLD OUT - Premium (prominent location) table for ten (10): \$3,000; 9 available (9 SOLD)